

GOVERNMENT OF ANDHRA PRADESH

ABSTRACT

General Administration (I&PR) Department - Andhra Pradesh Digital Corporation Limited - Release of Work Order to M/s Business Today, Noida, for an amount of Rs. 61,50,280/-(Rupees Sixty One Lakhs Fifty Thousand Two Hundred and Eighty only) for advertising the Government programs and schemes in the Social Media and Digital Media Platforms in connection with campaign on the World Economic Forum(WEF), scheduled to be held from 20-01-2025 to 24-01-2025, at Davos – Permission – Accord- Orders- Issued.

GENERAL ADMINISTRATION (I&PR) DEPARTMENT

G.O.RT.No. 101

Dated: 18-01-2025

Read:

From the Managing Director, AP Digital Corporation Ltd Lr.No.APDC/ADMN/2024-25, Dated: 02-1-2025.

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ORDER:

In the circumstances stated by the Managing Director, AP Digital Corporation Limited, in the reference read above, Government after careful examination hereby accord permission to the Managing Director, Andhra Pradesh Digital Corporation Limited to release Work Order to M/s Business Today, Noida, for an amount of Rs. 61,50,280/-(Rupees Sixty One Lakhs Fifty Thousand Two Hundred and Eighty only) for advertising the Government programs and schemes in the Social Media and Digital Media Platforms in connection with campaign on the World Economic Forum(WEF), scheduled to be held from 20-01-2025 to 24-01-2025, at Davos as per the approved rates of the Directorate of Advertising and Visual Publicity (DAVP), GOI & the then Dynamic Meta and as per the guidelines prescribed by the Government from time to time.

2. The above expenditure shall met from within their own resources/available Budgetary provision of the AP Digital Corporation Limited.

3. The Managing Director, AP Digital Corporation Limited shall take necessary action accordingly.

4. This order issues with the concurrence of the Finance (FMU.GAD.II) Dept., vide their U.O.No. FIN01-FMU0RBAB/5/2025-FMU-GAD-II, Dated:15.01.2025 (Computer No. 2681882).

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

S SURESH KUMAR

PRINCIPAL SECRETARY TO GOVERNMENT (POLITICAL)(FAC)

To

The Managing Director, AP Digital Corporation Limited.

The Pay & Accounts Officer, A.P, Mangalagiri.

The Accountant General, Andhra Pradesh, Vijayawada.

Copy to:

The Director, I&PR, A.P., Vijayawada

OSD to the Hon'ble Minister (I&PR)

PS to the Principal Secretary to Government (Political) (FAC).

The Finance (FMU.GAD.II) Department.

SC/SF (2670772).

//FORWARDED::BY ORDER//

SECTION OFFICER